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IN THE CLAIMS:

Please amend the claims as follows:

1. A system providing selectively available environment features and/or elements to participating users comprising:

an integration system, said integration system capable of integrating [desired] selectively available environment features and/or elements into user environments;

B₁ a communication system, said communication system allowing participating users to communicate the acceptance of environment features and/or elements to said integration system; and

a transaction system, said transaction system cooperating with said integration system and said communication system to transact said accepted selectively available environment features and/or elements.

10. A method to provide and transact selectively available environment features and/or elements to participating users, comprising the steps of:

(a) creating selectively available environment features and/or elements, wherein said selectively available environment features and/or elements affording said participating users access to otherwise inaccessible abilities within a given environment;

B₂ (b) integrating said created selectively available environment features and/or elements into said environment such that a selectively available environment feature and/or element is offered to said participating users in said [preferred] given environment;

(c) executing selectively available environment features and/or elements upon the acceptance of said offered selectively available environment features and/or elements;

(d) tracking the acceptance of said selectively available environment features and/or elements for said participating users; and

(e) transacting said executed selectively available environment features and/or

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elements.

21. A system for identifying, creating, integrating and transacting advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising:

(a) at least one computing environment, said computing environment comprising various challenges;

B3 (b) a means for offering, integrating, and delivering created advantages to said participating users, said created advantages allowing said participating users to more easily overcome said challenges;

a means for tracking requests of said offered advantages by said participating users;

(b) a means for charging consideration to said participating users for the use of said advantages; and

(c) a means for collecting said consideration from said participating.

23. A method to integrate advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising the steps of:

B4 creating advantages; and

incorporating said advantages into an environment, said environment comprising any of a non-computing, a partial computing, and a computing environment.

27. A method to transact integrated advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising:

B5 (a) tracking the usage of offered integrated advantages; and

(b) charging for used integrated advantages.

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B6 31. A system to transact integrated advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge comprising:

- an advantage offering system;
- an account system; and
- a billing system.

B7 35. A method comprising the acts of:

(a) providing a computer gaming environment in which an advantage, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, is available to a user;

(b) receiving an indication by the user that he or she is willing to acquire the advantage; and

(c) providing the advantage to the user.

B8 40. A system to provide integrated advertisement advantages, wherein said advertisement advantage confers the ability between competing advertisers to replace at least one of each other's advertisement comprising:

an advantages offering system, said advantages offering system allowing for the creation and integration of advertisements within an environment, said environment comprising any of a non-computing, partial computing, and computing environments; and

an advantages transaction system, said advantages transaction system capable of pricing, charging, billing, and collecting for the creation and integration of advertisements within said environment.